

**Subject:** This week from CCA (CCA Delivers - March 30, 2017)  
**From:** "Central City Association" <jdanganan@ccala.org>  
**Date:** 03/30/2017 03:19 PM  
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CCA Delivers

CCALA.org

March 30, 2017

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### **Downtown 2030 Committee**

On Wednesday morning, CCA members heard about the Los Angeles Emergency Preparedness Foundation's efforts to prepare businesses for the next disaster, L.A. Trade Tech College's initiatives, and Senate Bill (SB) 384, which proposes an extension of alcohol sales to 4 a.m. in California.

The Los Angeles Emergency Preparedness Foundation presented its ongoing efforts to prepare the region for the next "big one," be it a natural disaster, terrorist attack, or other major shakeup. According to a major earthquake simulation, half of the buildings in Downtown would be destroyed and 400,000 individuals would be displaced. Less than 10% of businesses in Los Angeles are prepared for such an event, so the Foundation is working to close that gap. They are collaborating with the private sector to provide emergency resources such as banks' armored cars for transportation, freight companies' trucks to transport supplies, and medication from pharmacies. They also have a Small Business Preparedness Initiative to provide an onsite independent review and build an emergency plan at no charge. [Click here to view the full presentation.](#)

L.A. Trade Tech College (LATTC) President Larry Frank shared the college's efforts to update its campus facilities, its new initiatives and partnerships, and its focus moving forward as the community college of Downtown. The Los Angeles Community College District (LACCD) is now offering free tuition to LAUSD graduates for one year, provided they attend full-time. As the largest vocational college in the state, LATTC partners with organizations such as Metro, Center for Urban Education, St. John's Well Child and Family Clinic, and YouthBuild Charter School to provide services and internship placement for students. The school is also involved in the South L.A. Promise Zone. LATTC is continually looking for

## **EVENTS CALENDAR**

### **CCA EVENTS**

**TUESDAY, APRIL 18**

5:30 - 7:30 p.m.

[CCA MEMBERS SOIREE](#)

TEN50 Amenity Deck

**THURSDAY, MAY 11**

11:00 - 1:30 p.m.

[CCA'S 23RD ANNUAL TREASURES  
LUNCHEON](#)

Westin Bonaventure Hotel & Suites

### **MEMBER EVENTS**

**THURSDAY, APRIL 6**

6 - 8 p.m.

[MONICA RODRIGUEZ FOR L.A. CITY  
COUNCIL, HOSTED BY LINER LLP](#)

633 W. 5th Street, Suite 3200  
Los Angeles, CA 90071

## **COMMITTEE CALENDAR**

**THURSDAY, APRIL 13**

8:30 - 10 a.m.

[TRANSPORTATION,  
INFRASTRUCTURE &  
ENVIRONMENT](#)

**Topics:** MyFigueroa Project Update;  
Expo & Blue Line Grade Separations;  
East-West Downtown Transit Corridor

**Special Guests:** Manoochehr Adami,  
Los Angeles Department of  
Transportation; Josh Kreger, South Park  
BID

more partners to provide core support, training partners for internships or hiring, and foundation board membership. [Click here to view the full presentation.](#)

SB 384, a bill proposed by Senator Scott Weiner (D-SF), would allow an on-sale licensee to apply to the Department of Alcoholic Beverage Control to authorize the sale of alcoholic beverages between the hours of 2 a.m. and 4 a.m. Also known as the LOCAL Act, the bill has bipartisan support and is aimed to address the growing presence of underground nightlife. It would give cities the responsibility of designating districts where the extension would apply. CCA will continue to monitor the bill as it moves through the committee process. [Click here to view the Senate Committee on Governmental Organization's analysis of the bill.](#)

CCA thanks **Aram Sahakian**, **Brent Woodworth**, and **Larry Meyerhoffer**, Los Angeles Emergency Preparedness Foundation; **Larry Frank**, LATTC; and **Don Perata** and **Bridget Boyd**, Brownstein Hyatt Farber Schreck, LLP, for their presentations and remarks.

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## Join City Plants in Honoring Jessica Lall

On Tuesday, April 25, [please join City Plants in honoring Jessica Lall, Nancy Sutley and Bill Funderbuck](#) for their work in advancing a healthy tree canopy throughout Los Angeles.

City Plants is the lynchpin for tree planting in Los Angeles, bringing together seven non-profit organizations and multiple City agencies to attract and direct grants towards planting new trees. Their work is critically important as it is estimated that between 1/3 and 1/2 of L.A.'s street trees will die in the next 40 years because 42% of L.A.'s trees are over 60 years old.

City Plants does important work to green underserved neighborhoods. Unfortunately, there are huge canopy disparities between neighborhoods, with the highest at 37% tree cover and the lowest at 5% tree cover. City Plants works to correct this disparity by planting and giving away between 15,000 and 20,000 trees each year.

As the former Executive Director of the South Park BID, Jessica made great effort to green that community. The South Park BID area is actually one of the "lowest canopy" areas in Los Angeles.

We hope you will join us to celebrate City Plants!

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## Skid Row Neighborhood Council Election

Currently, DTLA has two Neighborhood Councils: Downtown Los Angeles

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### CCA IN ACTION



On Tuesday, CCA testified before the Planning and Land Use Management Committee (PLUM) in support of The Alexan, a development project by Trammell Crow Residential that would transform an existing surface parking lot into a 26-story high-rise with almost 7,000 square feet of retail and restaurant space and 305 residential units. It will activate the street, provide pedestrian-friendly walkways, and open public space for community use. The project was approved by the committee.

For more information, contact CCA's Associate Director of Public Policy & Membership, [Joanne Danganan](#).

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### CCA IN THE NEWS

"Downtown's growing hospitality scene — including our sports venues and dining — have established DTLA as an entertainment destination that attracts people from around the region and the world," said Jessica Lall. "Allowing venues with responsible operators to remain open later, if specific local conditions can be met, may add to the vibrancy of DTLA as a 24/7 community." [Los Angeles Times](#), March 26, 2017. ["Serving alcohol until 4 a.m. could be an answer for safer nightlife."](#)

Jessica Lall was recently named among the luminaries to serve on LA 2024's Board of Directors. "The diverse group of 117 leaders and innovators are drawn from the sports, entertainment, media, technology, higher education, business, philanthropic and public sectors in California and around the world, helping LA 2024 develop a Games Plan that will serve the Olympic Movement in 2024 and beyond." Sports Features Press Release, March 30, 2017. [LA 2024 announces Board of](#)

Neighborhood Council (DLANC) and the Historic Cultural Neighborhood Council (HCNC). Under a new provision to the Neighborhood Council enabling legislation allowing for the subdivision of existing Neighborhood Councils, a new Neighborhood Council is being proposed: The Skid Row Neighborhood Council (SRNC).

[Directors working to connect the Games to the future](#)

**This Neighborhood Council must be approved by DTLA stakeholders. There are 3 ways to vote: online, in-person at pop-up polls and in person on Election Day, April 6.**

**All DTLA stakeholders should weigh-in on this proposal as it will remove the Skid Row neighborhood from DLANC and HCNC.** This election is open to voters who are stakeholders within the boundaries of DLANC or HCNC.

FAQ's

**1. When can people register to vote online?** Online voter registration has started and will last until Sunday, April 2nd.

**2. When can people vote online?** Online voting has started and will last until Thursday, April 6th, at 7 pm.

**3. How does one log on to vote online?** DONE now has a website up for the Skid Row Neighborhood Council subdivision election at <http://empowerla.org/elections/srnc17/>

**4. Where can people register to vote in person?** DONE has set up 12 pop-up registration and voting events over the next two weeks in addition to the day of at polls location. Some locations are still pending, but the full list can be found at <http://empowerla.org/elections/srnc17/>

**4. What identification does one need to vote online or in person?** They will need a picture ID and documentation for the type of stakeholder they are: live, work, own real property or substantial and ongoing interest. DONE has prepared a [list of acceptable forms of documentation](#).

For more information, contact CCA's Vice President of Public Policy, [Marie Rumsey](#).

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## The Los Angeles Department of City Planning & 2016 Annual Report

City Planning released its first annual report (link to report) to highlight major accomplishments from the last year. Notable accomplishments include: Park Fee Update, Mobility Plan and Hybrid Industrial Live/Work Zone. CCA partnered with City Planning on these efforts.

The plan also provides an overview of the department's functions and details changes that were done to improve customer experience. Namely, the department instituted new geo-based teams to better serve communities and is now assigning one planner to a project for consistency in case processing.

For more information, contact CCA's Vice President of Public Policy, [Marie Rumsey](#).

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## Member Surveys: CCA's Advocacy Agenda and New Year Member Survey

It is a top priority for Jessica Lall, CCA's new President & CEO, to hear directly from our members. Please take a moment and fill out the following surveys:

- [Advocacy Agenda Survey](#): Your feedback will help us determine legislative priorities for the year based on what issues are important to you and your company.
- [New Year Member Feedback](#): Your feedback will help us craft relevant programming that meets your objectives.
- [CCA Committee Meetings](#): *For Business Advocacy, Executive & Premier-level members only*. Tell us how to improve our committee meetings and what topics to cover this year.

### Announcements

## CCA CAREERS

CCA is seeking a *Director of Communications* to join our office in the heart of DTLA. This at-will position offers an excellent opportunity to be a part of Downtown's transformation into the region's center for growth. The candidate will play a vital role in shaping the policies that will support new development, the necessary infrastructure improvements and quality of life enhancements to advance Downtown. To read the full job description, please [click here](#).

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